

**Claims**

What is claimed is:

1. A software system for use in creating electronic screen based product, said system comprising:
  - a) a function to import source documents, and automatically process them, without the requirement for any user tagging within said documents, into a plurality of discrete electronic screens, which collectively form an electronic screen based product; and
  - b) a function to analyse the text of each said discrete electronic screen and then cross reference that text with metadata associated with images found in a collection of photographic and/or clip art files, automatically inserting a selected matching image into said analysed electronic screen.
2. The system, as set forth in claim 1, wherein, based on system defaults or user selection, existing source document media are incorporated by the system into said electronic screens.
3. The system, as set forth in claim 1, wherein the nature of said discrete electronic screens are determined by user selected or system default templates, fonts, and image types, sizes and categories.
4. The system, as set forth in claim 1, wherein new discrete electronic screens are forced, based on user selected or system defaults, when the system encounters page breaks within the source document.
5. The system, as set forth in claim 1, wherein new discrete electronic screens are forced, based on user selected or system defaults, when the system encounters predetermined heading styles within the source document.
6. The system, as set forth in claim 1, wherein paragraphs or sentences, determined by system defaults or user settings, from said discrete electronic screens, are automatically converted into interactive cloze activities.

7. The system, as set forth in claim 1, wherein end user navigation of said discrete electronic screens is facilitated by predefined, user selected navigational interfaces or schemes.

8. The system, as set forth in claim 1, wherein a user menu electronic screen is automatically generated which provides end user access to the topics contained within said electronic screen based product.

9. The system, as set forth in claim 1, wherein said electronic screens, can be edited using a graphical user interface included within the system and where additional electronic screens, text, graphics and other media can be added and manipulated.

10. The system, as set forth in claim 1, wherein any hierarchical relationship that exists between said electronic screens can be manipulated, in terms of end user navigation, using a graphical user interface included within the system.

11. The system, as set forth in claim 1, wherein said discrete electronic screens, collectively forming an electronic screen based product is published by the system for use on a stand alone computer or a local area network.

12. The system, as set forth in claim 1, wherein said discrete electronic screens, collectively forming an electronic screen based product is published by the system for use on a web server for internet or intranet use.

13. The system, as set forth in claim 1, wherein said discrete electronic screens, collectively forming an electronic screen based product is published by the system for use on a sharable content object reference model compliant learning management system

14. The system, as set forth in claim 11, wherein said published electronic screen based product communicates end user progress and performance to a database which can be referenced by said published electronic screen based product itself and by the courseware designer, and anyone who has been provided with the appropriate access.

15. The system, as set forth in claim 12, wherein said published electronic screen based product communicates end user progress and performance to a database which can be referenced by said

published electronic screen based product itself and by the courseware designer, and anyone who has been provided with the appropriate access.

16. The system, as set forth in claim 13, wherein said published electronic screen based product communicates end user progress and performance to a database which can be referenced by said published electronic screen based product itself and by the courseware designer, and anyone who has been provided with the appropriate access.

17. The system, as set forth in claim 1, wherein the system processes said source documents into said discrete electronic screens by sending commands and data to a predefined third party presentation slideshow authoring system.

18. The system, as set forth in claim 1, wherein the format of said discrete electronic screens produced are compatible with and can be edited by a predefined third party presentation slideshow authoring system.